

EXHIBIT 4

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Engineered Archwire

For decades, orthodontists have been looking for a solution that offers targeted stiffness control for optimized biomechanics in a single wire. The SmartArch system of engineered archwires is designed to deliver scientifically optimized forces to any tooth in the arch. Based on biomechanics research, SmartArch wires are programmed with optimized stiffness profiles offering faster results, fewer wire changes, and reduced patient discomfort. A premium treatment at an affordable price, SmartArch is the smart choice for your practice and your patients.

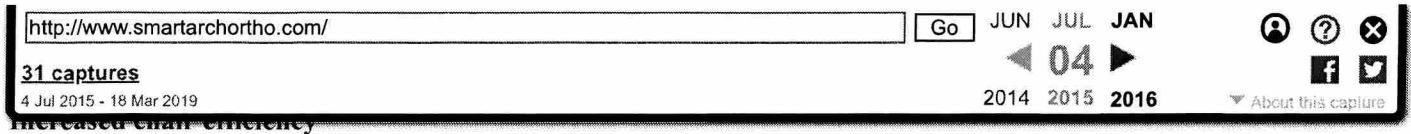
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Faster Results

Optimized forces across the entire arch enable concurrent alignment, leveling, rotation and arch development, increasing treatment efficiency.

Less wire changes

<https://web.archive.org/web/20150704234511/http://www.smartarchortho.com/>



Archwires are easier to engage into the bracket at room temperature with reduced propensity for bonding failure.

Reduced patient discomfort

Higher forces are applied only where needed, resulting in less friction and minimizing root resorption.

Smart Practice

The SmartArch system of engineered archwires makes sense for your practice. A premium treatment without the premium investment. No special systems, equipment, or training are required to deliver the benefits of SmartArch to your patients. SmartArch fits within your workflow, is compatible with most bracket and hook systems, and requires no special impressions, scans, fixtures, or off-site wire bending. SmartArch replaces a range of wire sizes, dramatically reducing the number of SKUs you need to inventory. The simple online ordering system and guaranteed fast delivery ensure that you'll have the wires chairside when you need them. With SmartArch, higher chair efficiency, accelerated treatment and fewer wire-change visits benefit you by opening chair time for new patient starts, improving your bottom line.

Smart Patients

Your patients are your top priority. SmartArch was designed to improve patient outcomes by unlocking the true potential of superelastic SMA archwires. Patients love the option of an affordable premium treatment offering shorter treatment times, fewer wire changes, and reduced discomfort. You'll love knowing that SmartArch is based on scientifically calculated periodontal ligament stresses, ensuring the best outcome for your patients.

Smart Technology

SmartArch wire is truly smart material. Using Multiple Memory Material™ technology, pinpoint control over wire stiffness is enabled while the constant force-displacement property of superelastic archwires is engaged. No other technology delivers the precision control that is achieved with SmartArch. Other multiforce archwires are typically limited to three gradually increasing stiffness regions from the anteriors to the posteriors. There are no limits with SmartArch; any number of stiffness regions can be programmed into a single archwire.

Smart Science

SmartArch force profiles are based on biomechanics research. Finite element modeling shows that ideal force at each tooth is dependent upon several factors, including periodontal ligament root support and interbracket distance. The commonly held assumption that lower force is required in the anterior region, increasing into the posterior region, is an oversimplification. The scientifically-calculated ideal force profile requires pinpoint stiffness control which can only be achieved with SmartArch proprietary technology. No other archwire can deliver biomechanically optimized force for each tooth in a single wire.

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About this capture

SmartArch stiffness profiles are optimized for ideal forces using three-dimensional finite element analysis.

SmartArch optimized stiffness profiles are validated with biomechanics testing. Using an orthodontic simulator (OSIM), forces and moments on the entire arch are simultaneously and accurately measured.

Force-displacement curves comparing predicted and actual behaviour of SmartArch wire.

Stay Updated On SmartArch

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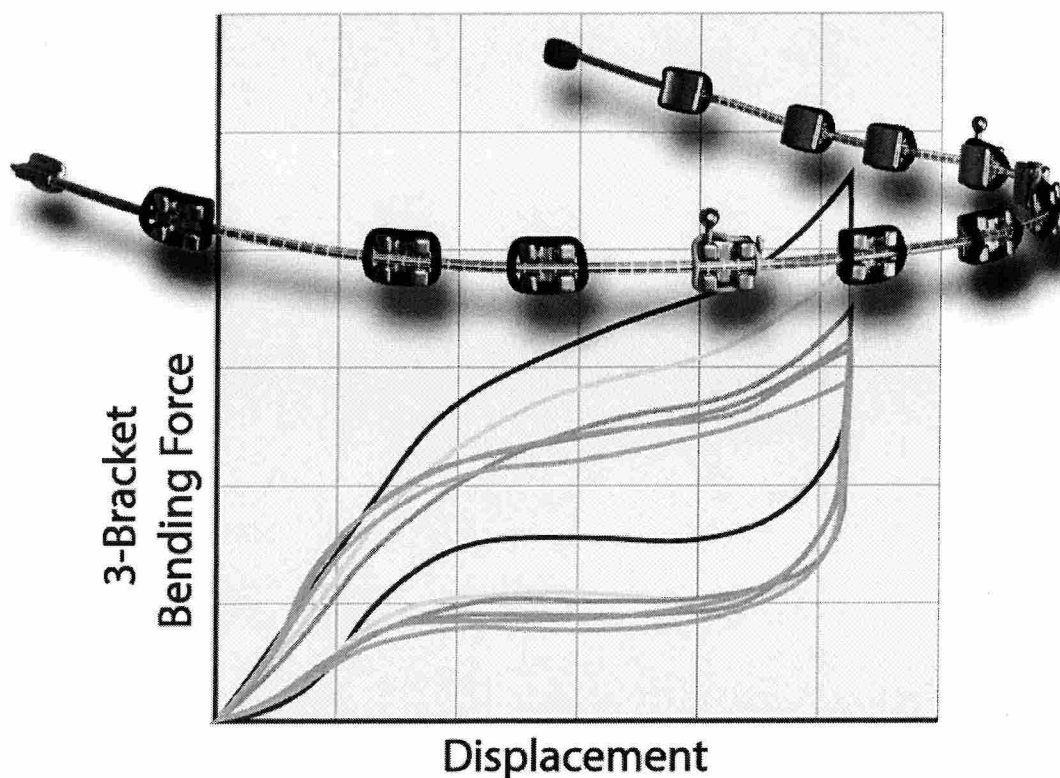
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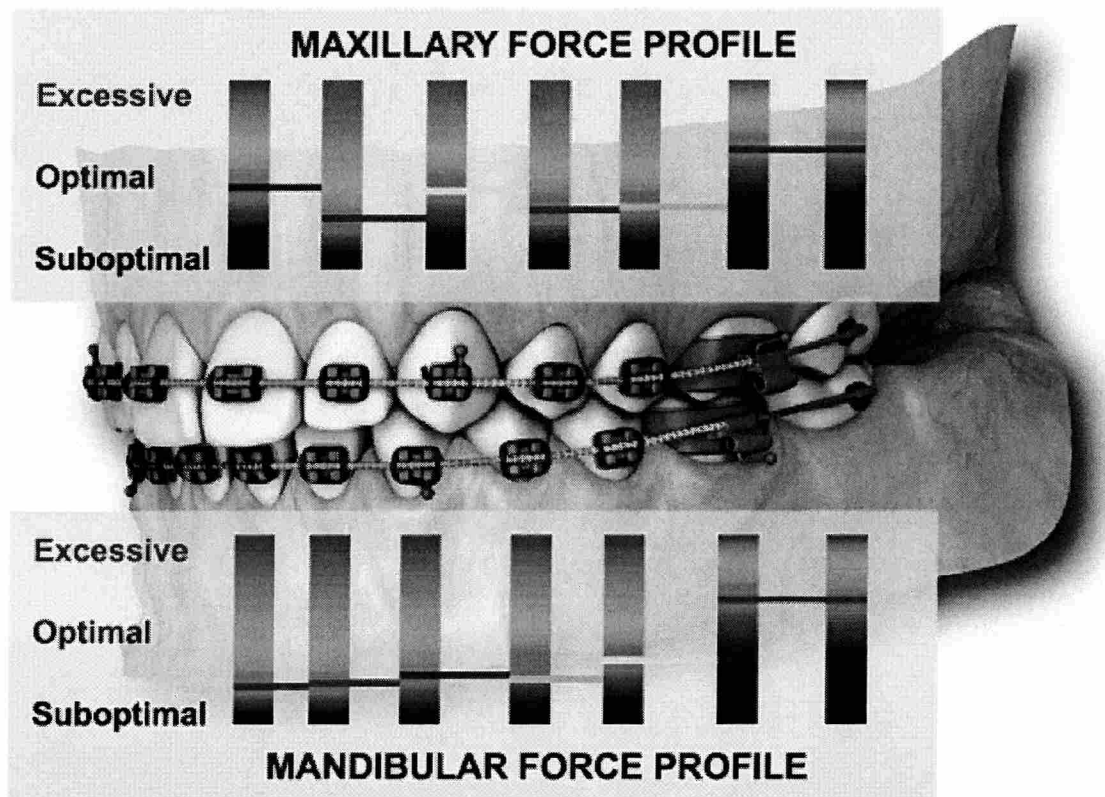
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Start improving your bottom line with SmartArch.

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Available Soon

Expected availability in the United States in May 2016.

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Maxillary 10 Pack

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- 10 Maxillary SmartArch wires
- SmartArch Universal profile
- Round .016" (.406 mm)
- Copper Ni-Ti
- Compare to Damon archform

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Combo 10 Pack






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- 5 Maxillary and 5 Mandibular wires
- SmartArch Universal profile
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Technology

SmartArch is a new way of thinking about orthodontic treatment planning. It's based on the biomechanics of tooth movement and concepts of variable stiffness archwire pioneered by Dr. Charles Burstone and developed by Dr. Rodrigo Viecilli.

NEW Whitepaper: Introduction to the technological and clinical benefits of SmartArch

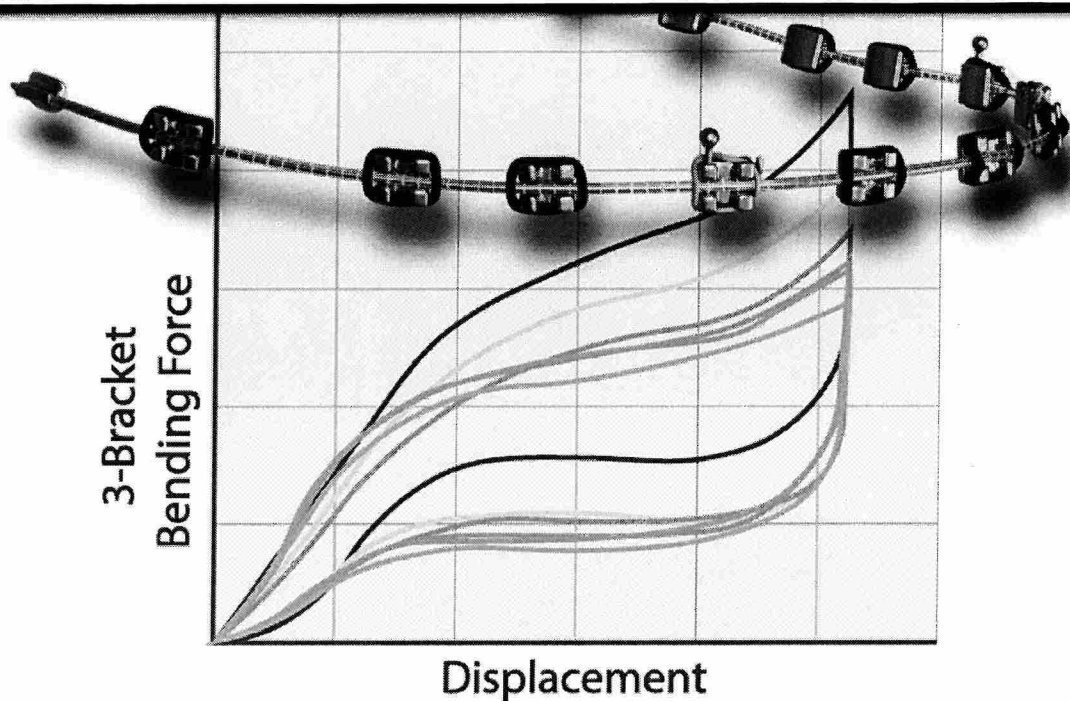
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The 3-bracket bend test accurately reflects the force that is delivered by the archwire by simulating a 3-tooth system. The loading/unloading curves correspond to the color coded section of the archwire.

Programmable Archwire

At the heart of SmartArch technology is the Smarter Alloys'™ process for programming the stiffness of superelastic wires. This proprietary technology enables complex stiffness profiles along the length of the wire. The result is an archwire which can express a range of continuous superelastic forces for similar activations. Using this technology, SmartArch wires are programmed with a stiffness profile that delivers the ideal forces to each tooth in the arch.

Targeted Force Control

Other multiforce archwires are manufactured using selective heat-treating processes which can produce three stiffness regions gradually increasing anterior to posterior. Due to differences in interbracket distance and the effects of bending moment, these multiforce wires do not deliver ideal forces based on tooth support. With SmartArch, the wire stiffness can be programmed with sub-millimeter resolution, enabling each tooth to be targeted with biomechanically optimized force.

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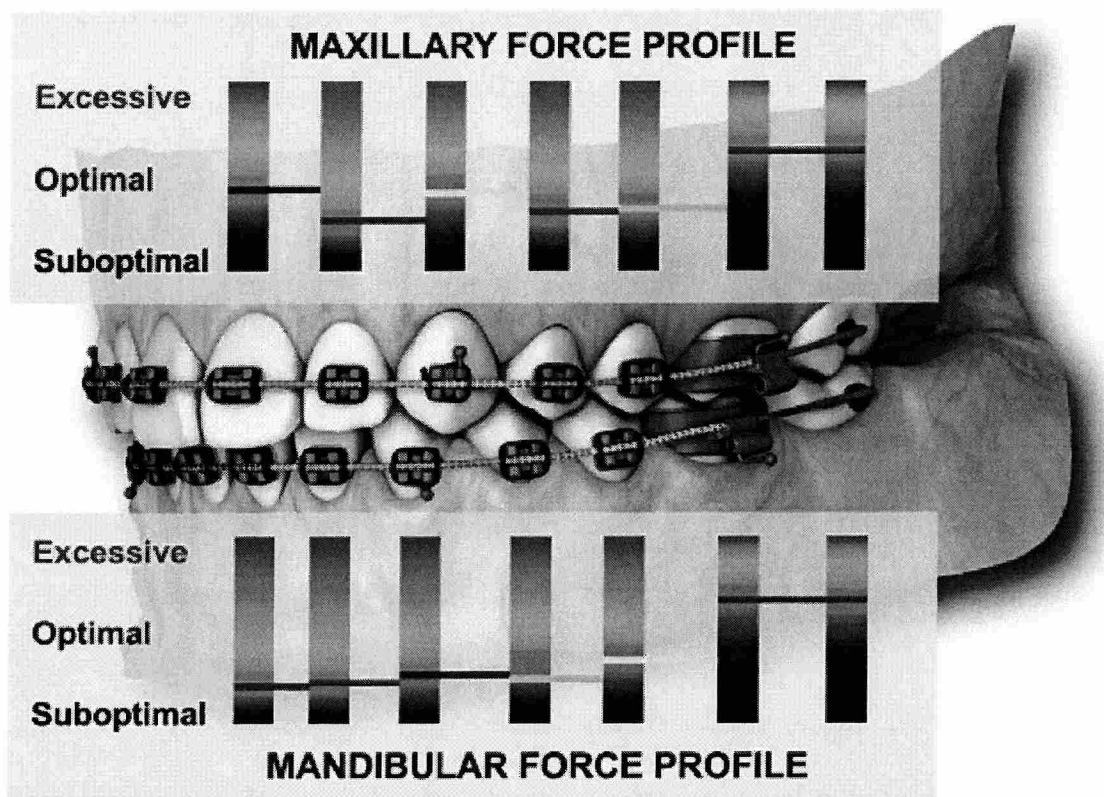
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Tooth movement is the biological response to stresses in the cementum, periodontal ligament and bone resulting from forces applied by the archwire. At low stress levels, bone resorption is slow to occur and tooth movement is slow. At high stress levels, undesirable tissue changes (aseptic necrosis and hyalinization) result in delayed tooth movement. At optimum stress levels, maximum tooth movement and remodelling occurs. As stress is a function of the periodontal ligament root support, optimal tooth movement requires that the force expressed by the archwire be targeted. The SmartArch force profile is based on the finite element modelling work of Dr. Rodrigo Vicielli of the dentoalveolar complex to determine the ideal force for each tooth in the arch for movement and retention.

Ideal forces are related to interbracket distance and periodontal ligament root support.



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the ideal forces for each tooth based on typical interbracket spacing along the arch. Using the Copper Ni-Ti alloy system for low hysteresis, SmartArch Universal is a 0.016" (0.406 mm) round wire programmed to deliver between 80 gf and 200 gf in an archform comparable to Damon®. The SmartArch Universal profile consists of maxillary and mandibular archwires and is ideal for most cases.

Smart Innovation

SmartArch is a quantum leap forward in orthodontic technology that will revolutionize the way you think about archwires in your treatment planning. From the use of the latest in superelastic materials, to the high precision programming process, to the advances in computer simulation and use of instrumented testing, SmartArch is the result of radical innovation in the state-of-the-art. The future of orthodontics is SmartArch.

SmartArch stiffness profiles are calculated using three-dimensional finite element analysis.






SmartArch wires are validated with using OSIM, three-bracket bend tests and industry standard procedures.

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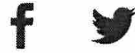



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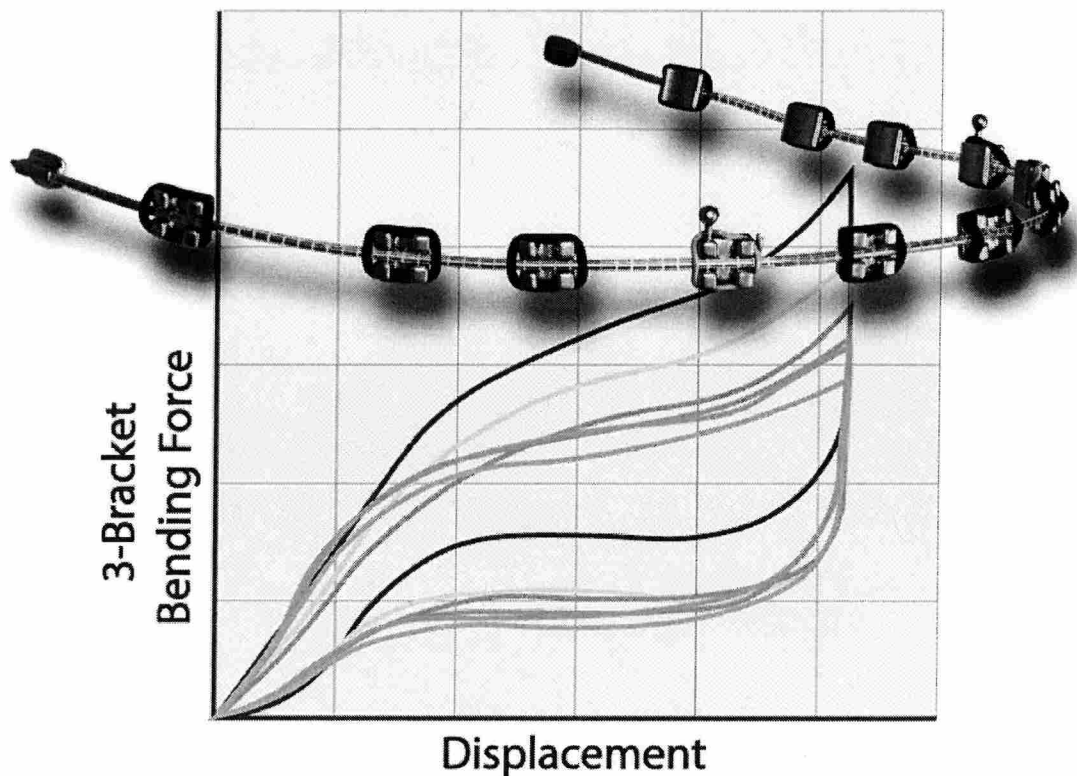
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Smart Technology



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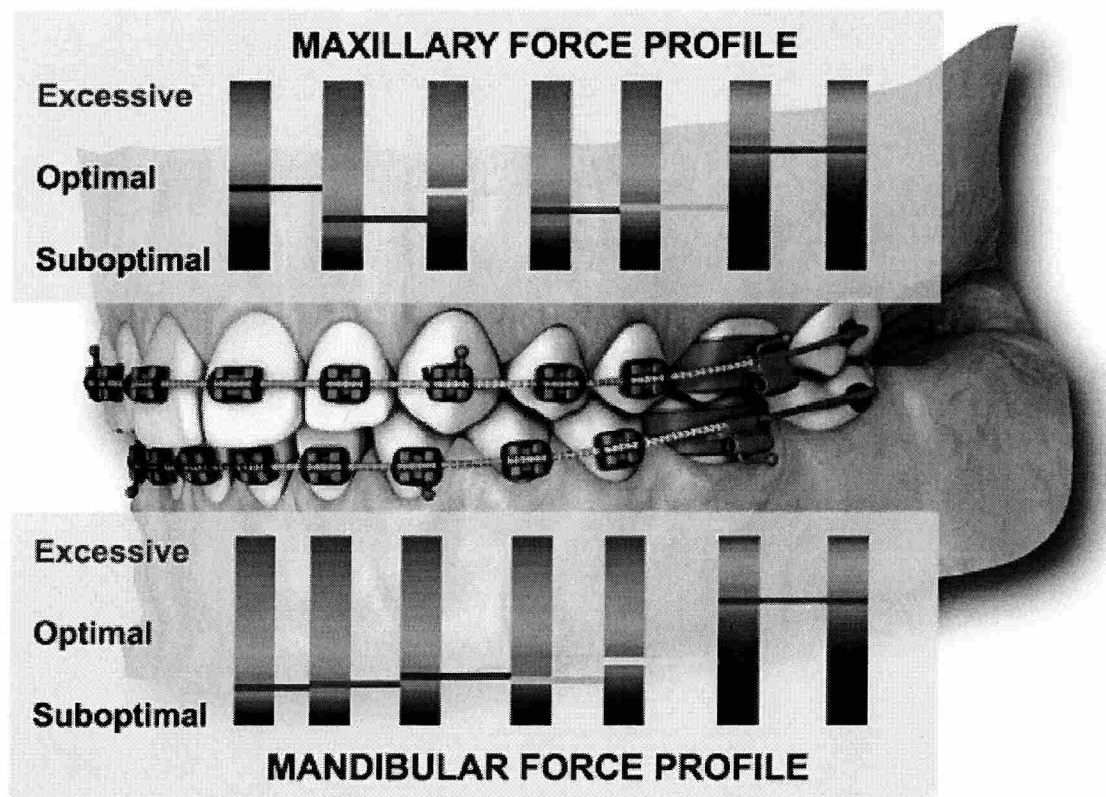
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continuous forces to individual teeth.

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Smart Science






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- Opens up chair time with increased treatment efficiency and fewer wire changes

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- Round .016" (.406 mm)
- Copper Ni-Ti
- Compare to Damon® archform

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- 10 Mandibular SmartArch wires
- SmartArch Universal profile
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- 5 Maxillary and 5 Mandibular wires
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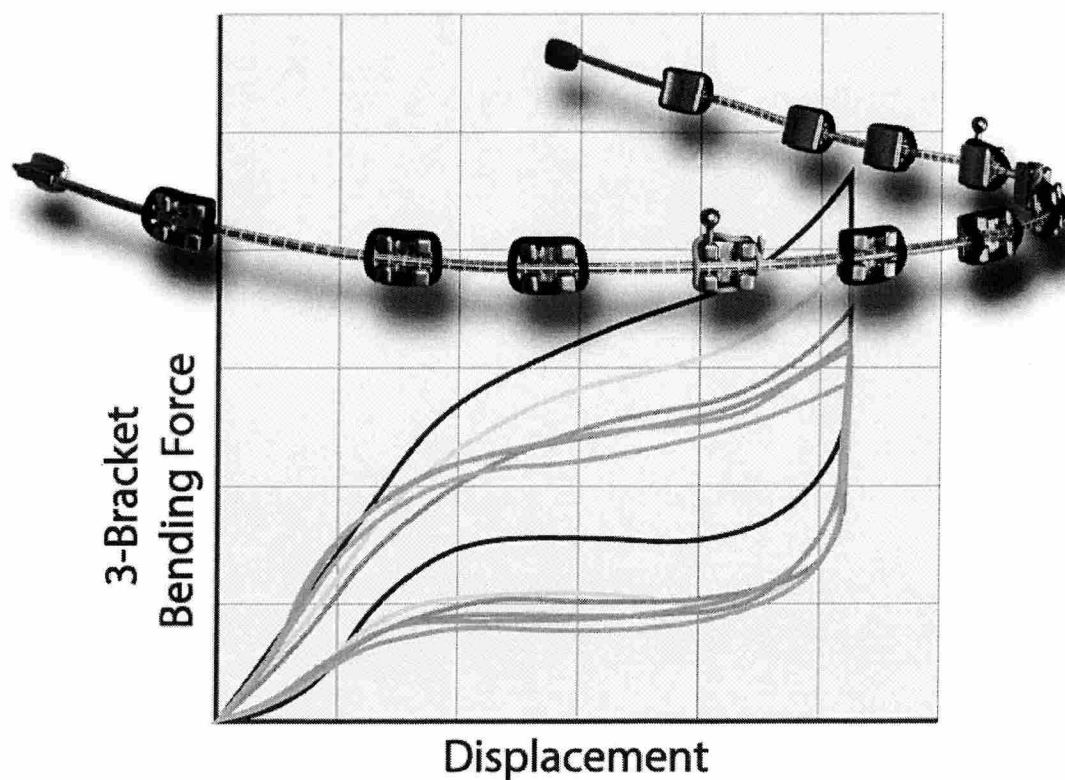
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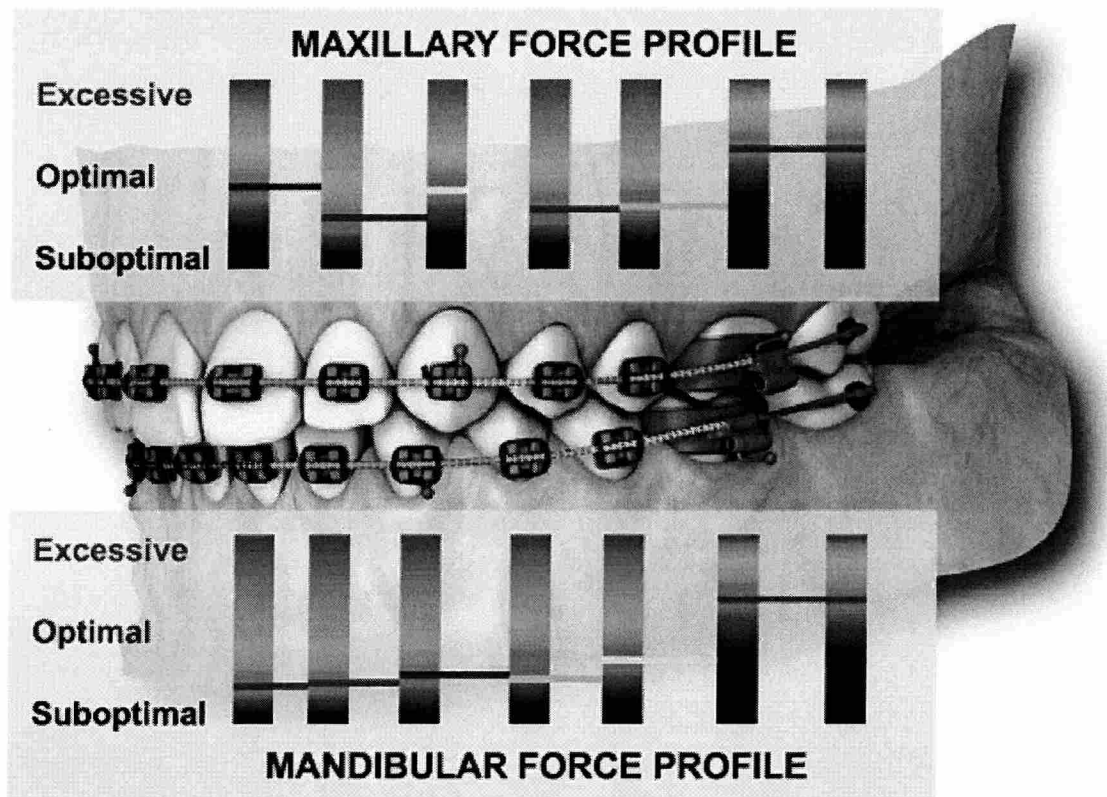
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Jim Gattis
Sales Manager

Jim Gattis has over 12 years' experience in orthodontic and dental sales. He has cultivated many key accounts nationally and is considered a valued consultant by many thought leaders in the industry. Based in Austin Tx, Jim welcomes any question or concerns you might have and is available to assist your practice in becoming a top SmartArch provider.

Email: JimGattis@smartarchortho.com

Phone: 512-800-3447

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Increased Efficiency

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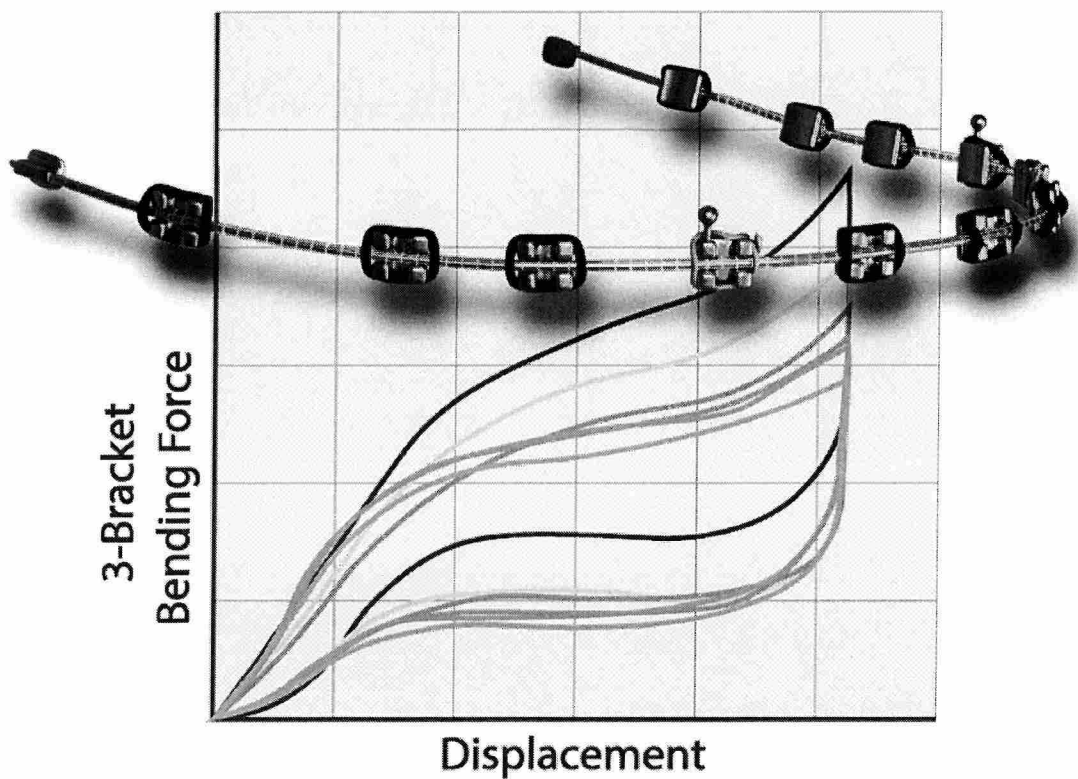
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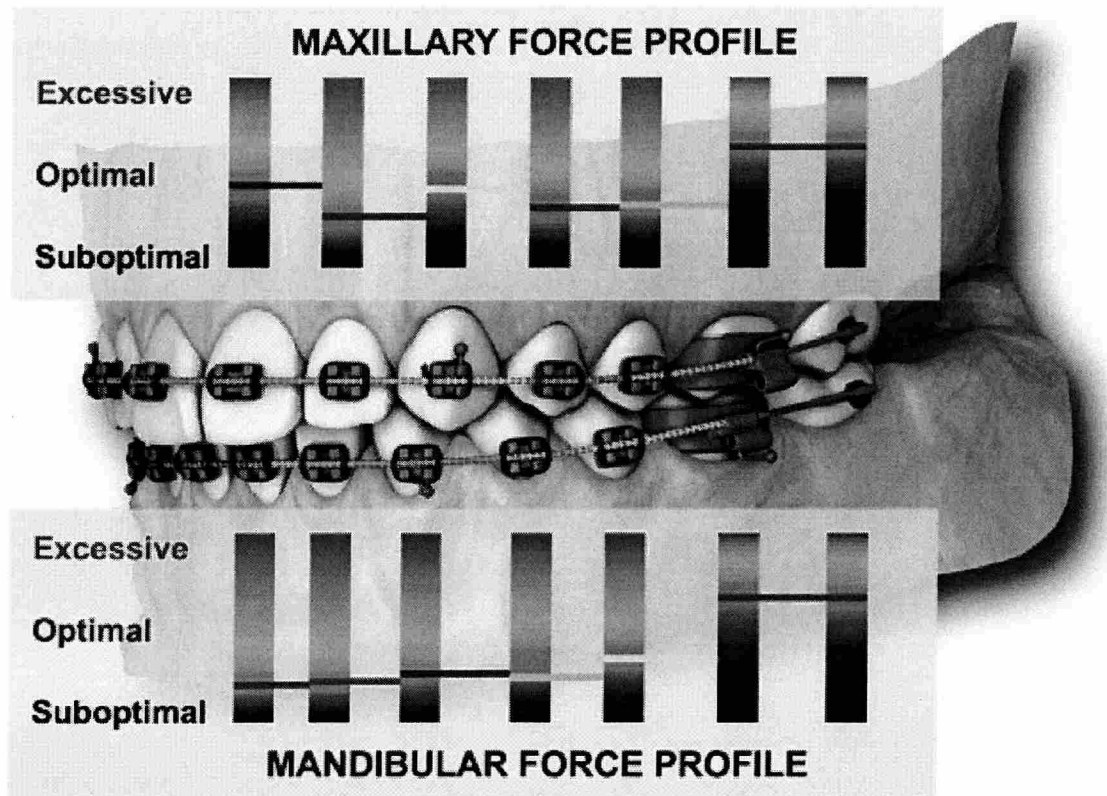
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Smart Science

SmartArch force profiles are based on biomechanics research and optimized for two major factors affecting the ideal force for physiological response: periodontal ligament root support and interbracket distance. No other archwire can deliver biomechanically optimized force for each tooth in a single wire.

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Smart Practice

SmartArch engineered archwires make sense for your practice. A premium treatment without the premium investment.

- No special systems, equipment, or training required
- Fits within your current workflow and is compatible with most bracket and hook systems
- Requires no impressions, scans, fixtures, or off-site wire bending
- Replaces a range of wire sizes, dramatically reducing the number of SKUs in inventory
- Opens up chair time with increased treatment efficiency and fewer wire changes

Start improving your bottom line with SmartArch.

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Stay Updated On SmartArch

SmartArch will become available in the coming months. Join our mailing list or follow us on social media to receive updates on SmartArch features and availability. If you are a practitioner interested in participating in SmartArch trials, contact us at info@SmartArchOrtho.com, or complete the form below.






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SmartArch delivers smart smiles

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"The smartest thing in orthodontics since the
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Introducing SmartArch, the only wire engineered with force optimized biomechanics across the entire arch.

It's the first archwire with a stiffness profile designed to express the ideal continuous forces required for optimal biological response. SmartArch is tuned for each tooth's root support and interbracket spacing.

When a single wire delivers the ideal force at every tooth, it's the only working wire you need.

Watch Video



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development.

Fewer Wires

By combining multiple progressions, the number of wires in the sequence is reduced.

Increased Efficiency

SmartArch wires are easier to engage in the bracket at room temperature with reduced propensity for bonding failure.

Smart Technology

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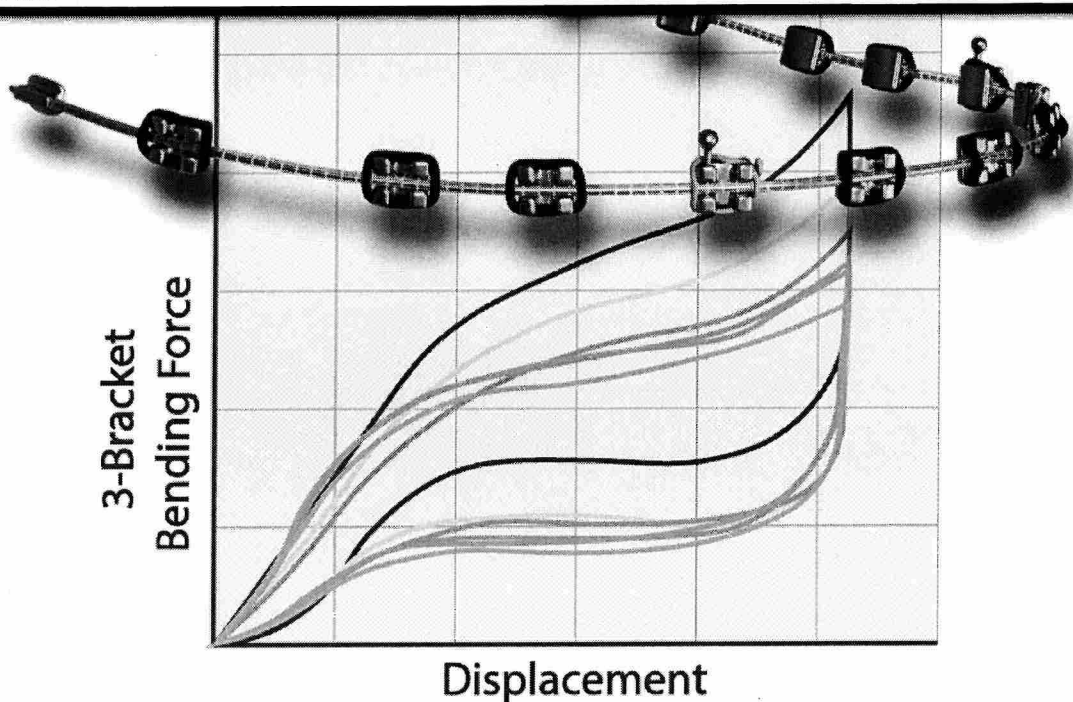
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Smart Material

SmartArch wire is truly smart material. Pinpoint control over wire stiffness is achieved using Smarter Alloys™ proprietary technology delivering precision that can't be matched. Other multiforce archwires are limited to gradually increasing stiffness from the anteriors to the posteriors. There are no limits with SmartArch; any number of stiffness regions can be programmed into a single archwire. It's the only technology that expresses targeted continuous forces to individual teeth.

[Learn More](#)

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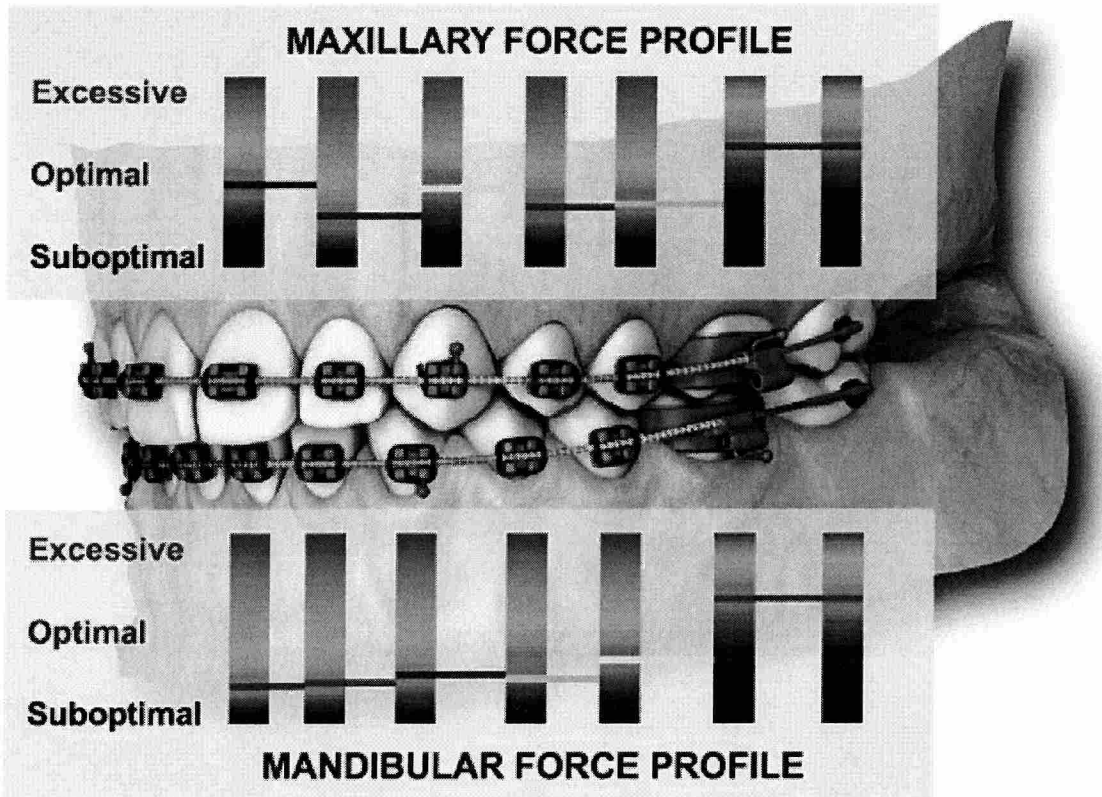
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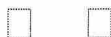
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